

# In Our Clients' Words



## Strategic Clarity & Direction



"Total effort yielded a great product and a whole new, powerful direction for our company."



"Working with Chief Outsiders has been productive, engaging, and well-organized. We've already identified key opportunities for improvement, and I especially appreciate their genuine effort to understand our team and the unique science that sets us apart in the marketplace."



## Senior-Level Leadership & Expertise



"Good process, our CMO was all-in, said the hard things, and made quick progress on strategy."



"I've been consistently impressed by the caliber of expertise coupled with genuine alignment to mission and values. Fractional support is easy to find...fractional leadership that integrates seamlessly into a complex, purpose-driven organization is not. The strategic clarity, follow-through, and ability to meet us where we are have been game-changing for our momentum."



## Execution, Momentum & Measurable Impact



"Exceeded my expectations, provided high value, and made a significant impact."



"It's great to work with skilled professionals who really want to use marketing to have a measurable impact on our business. Keep doing what you are doing. It works."

# In Our Clients' Words



## Team Development & Capability Building



"I've seen our marketing manager level up significantly and start contributing in a much more impactful way. We've got a far better way to measure success within campaigns, and we now have clarity on what matters most and are addressing key marketing issues."



"To grow to the next level, our company needed a structured sales process with knowledgeable leadership at the helm. Chief Outsiders provided that training to my staff. It has proven to be a cost-effective way of getting my sales team ready for the next level."



## Partnership, Responsiveness & Trust



"I find the assistance I am receiving invaluable—a true partnership and collaboration."



"The process from start to finish was great. The whole team is very transparent and wants you to be successful."



## Value, Fit & Long-Term Confidence



"Our long-standing relationship with Chief Outsiders has provided us exposure to many facets of the business and access to experts when we need them!"



"We couldn't be happier with the entire experience, from initial consultation to conclusion. You typically get what you pay for—and we are happy with the value provided."